

## HOT-FILLABLE MULTI-SIDED BLOW-MOLDED CONTAINER

### ABSTRACT OF THE INVENTION

A plastic blow molded bottle or wide mouth jar useful in containing hot-filled beverages or food products. The container has a multi-sided sidewall which is capable of accommodating vacuum associated with hot filling, capping and cooling of the container, which is reinforced to resist unwanted deformation, and which enables a label to be aesthetically displayed on the container sidewall. To this end, the sidewall comprises a plurality of panels which include outwardly bowed arcuate sections, as-formed, which flatten to accommodate induced vacuum. Thus, a label can be supported on the sidewall with very few voids, or like sunken areas, behind the label to ensure that the label is prominently displayed on the aesthetically appealing novel container configuration.